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Filing date: **10/26/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91196209
Party	Plaintiff Houston McLane Company, Inc.
Correspondence Address	ELISE KASELL COWAN LIEBOWITZ & LATMAN 1133 AVENUE OF THE AMERICAS NEW YORK, NY 10036 UNITED STATES eck@cll.com, trademark@cll.com
Submission	Motion to Suspend for Settlement Discussions
Filer's Name	Elise Kasell
Filer's e-mail	eck@cll.com, trademark@cll.com
Signature	/Elise Kasell/
Date	10/26/2010
Attachments	GAMEDAY MARKETING and Star Design Motion on Consent to Continue Suspension October 26, 2010.pdf (3 pages)(11200 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Application Serial No. 77/693,781
Filed: March 18, 2009
For Mark: GAMEDAY MARKETING and Star Design
Published in the Official Gazette: March 2, 2010

<p>HOUSTON MCLANE COMPANY, INC., Opposer,</p> <p style="text-align: center;">v.</p> <p>A&V SPORTS INC. AND DAC SPORTS, INC., Applicants.</p>	<p>X</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>:</p> <p>X</p>	<p>Opposition No. 91196209</p>
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**MOTION ON CONSENT TO CONTINUE SUSPENSION OF THE PROCEEDINGS
AND TO EXTEND DISCOVERY PERIOD IF OPPOSITION IS RESUMED**

Opposer, by and through counsel, hereby moves for an order continuing the suspension of the proceedings in this matter for a period of two (2) months, until **December 26, 2010**. Applicants' counsel consented to this motion, which is requested to allow the parties to continue to engage in settlement discussions.

Since the last suspension, Opposer's counsel prepared a draft settlement agreement for Opposer's review and comments and Opposer sent Opposer's counsel its written comments on the proposed agreement. The additional time is requested to allow Opposer's counsel to incorporate Opposer's comments, for Opposer's counsel to send the proposed settlement agreement to Applicants' counsel and for Applicants' counsel and Applicants to review the proposed agreement. If accepted, the settlement agreement would resolve this matter without the need to proceed with the opposition.

In the event that the Board denies this motion, Opposer consents to an extension of time for Applicants to file an answer or otherwise respond to the Notice of Opposition until sixty (60) days after such denial.

If the Board grants this motion, the Board should also reset Applicants' time to answer or otherwise respond to the Notice of Opposition. Additionally, the parties request that six months of discovery be allowed and that the discovery cutoff be reset to six (6) months after the proceedings resume so that the parties will have the full period of discovery in the event that the matter is not able to be resolved. The trial periods and other periods should be reset accordingly.

Dated: New York, New York
October 26, 2010

COWAN LIEBOWITZ & LATMAN, P.C.
Attorneys for Opposer

By: /Elise Kasell/

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CERTIFICATE OF SERVICE

I HEREBY CERTIFY that, on October 26, 2010, I caused a true and correct copy of the foregoing Motion to Suspend to be sent via First Class Mail, postage prepaid, to Applicants' Correspondent of Record, David Lilenfeld, Lilenfeld PC, Suite 720, 2964 Peachtree Road, N.W., Atlanta, Georgia 30305.

/Elise Kasell/
Elise Kasell